

RIXON
ELECTRONICS, INC.

2120 INDUSTRIAL PARKWAY SILVER SPRING, MARYLAND 20904

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266A

**WILL THE NEW AT&T TARIFF FILING
REDUCE YOUR OPERATING COSTS?**

should you buy or lease your data sets?

NOW YOU HAVE THE CHOICE. Many Rixon modems are compatible with the Bell DATA-PHONE data sets. This gives you the alternative of purchase and helps cut your communications costs. Leasing dollars can quickly add up and exceed the purchase price.

With the FM-18 data set, for example, the single unit purchase price of a compatible unit is \$444. Leasing the equivalent Bell data set, you exceed the purchase price of the FM-12 in less than 15 months. The lower price of an OEM configuration or other versions cut the short pay off period to just a few months. Once your initial costs are covered, you can regard the set as being free.

Rixon data sets are available in a variety of configurations. You can select either PC card modules for OEM installations, rack mounted versions, or packages designed for desk and shelf mounting. To the basic modem you can add options, such as clock for synchronous 1200 bps transmission.

Write us for our data set catalog. It will help you to answer the question of whether to buy or lease your data sets.

Rixon Data Set	Maximum Speed	Common Carrier Equivalent
FM-300	300 bps	Bell 103 Series
FM-18	1800 bps	Bell 202 Series
PM-24	2400 bps	Bell 201 Series
PM-24C	2400 bps	Bell 207 Series

RIXON ELECTRONICS, INC.

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SILVER SPRING MARYLAND 20904

**Are you now leasing
Bell System data sets?**

Under present FCC tariffs anyone transmitting data through the dial telephone system must lease Bell Data Sets.

Under a new AT&T tariff filing recently submitted to the FCC, this would no longer be true. Users of the dial network would have the option of leasing from Bell or purchasing equipment from private manufacturers.

In the majority of applications there will be clear cut economic justification for converting from a lease agreement to an outright purchase.

To obtain a detailed analysis of the cost savings which you may be able to achieve contact the Rixon Marketing Department or fill out and return the attached card.

Name _____

Title _____

Company _____

Street _____

City _____ State _____ Zip _____

- ☐ Please Send Descriptive Literature
- ☐ Please Have Your Local Representative Call
- ☐ Immediate Requirement Please Call ASAP

Type of Data Set
Presently Used (103A, etc.) _____

Type of Service
(WATS, DDD, etc.) _____

Type of Terminals in Use _____

Number of Terminals in Use _____

Additional Comments _____
